

Message Text

UNCLASSIFIED

PAGE 01 BUENOS 01568 031540Z
ACTION COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 W
-----104673 040051Z /63

P 031247Z MAR 78
FM AMEMBASSY BUENOS AIRES
TO SECSTATE WASHDC 4769
INFO AMCONSUL SAO PAULO

UNCLAS BUENOS AIRES 1568

E.O. 11652: N/A
TAGS: BEXP, AFSP, AR
SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR ARGENTINA- FY/1979

REF: (A) STATE 047932, (B) BUENOS AIRES A-10

1. REGRET THAT EMBASSY HAD POUCHED ITS PORPOSAL FOR THE FY-79 CCP PRIOR TO RECEIPT OF YOUR VERY USEFUL AND WELCOME COMMENTS. THIS SHOULD POSE NO PROBLEMS, HOWEVER, AS OUR DOCUMENT IS MERELY THAT-A PROPOSAL.

2. YOU WILL NOTE, IF YOU HAVE RECEIVED THE AIRGRAM (BA-10), THAT WE HAVE INCLUDED SUPPORT OF THE SAO PAULO TRADE CENTER PROMINENTLY AS A POST SPECIAL EFFORT. WE BELIEVE WE HAVE THE RESOURCES TO CONTINUE GIVING OUR BEST EFFORT IN THIS AREA IF WE CAN LIMIT NUMBER OF SHOWS WE ARE RESPONSIBLE FOR SUPPORTING WITH REPFINDS. ACCORDINGLY WE PROPOSE TO COMMIT OUTSELVES TO DO REPFINDS FOR ONLY THREE OF THE SEVEN FY-79 SHOWS.

3. AS FAR AS THE CAMPAIGNS ARE CONCERNED, WE HAVE SUGGESTED FOUR, IN ACCORDANCE WITH OUR AGREEMENT OF LAST YEAR THAT SUPPORT OF THE USTC IN SAO PAULO TOOK THE PLACE OF A CAMPAIGN. THESE ARE: MACHINE TOOLS, COMMUNICATIONS EQUIPMENT, POWER GENERATION, TRANSMISSION AND DISTRIBUTION EQUIPMENT AND GRAPHIC ARTS EQUIPMENT. ONLY MACHINE TOOLS AND COMMUNICATIONS EQUIPMENT WERE INCLUDED IN OUR PRELIMINARY PROPOSAL FOR FY-79 SUBMITTED
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BUENOS 01568 031540Z

A YEAR AGO. POWER IS A "MUST" AGAIN THIS YEAR BECAUSE OF THE YACIRETA-APIPE PROJFECT, WHICH IS FINALLY REACHING ITS CRITICAL PHASE. WE CLOSELY EXAMINED THE DESIREABILITY OF DOING OILFIELD EQUIPMENT OR HEAVY CONSTRUCTION OR MINNING EQUIPMENT AGAIN AS OUR 4TH CAMPAIGN BUT DECIDED INSTEAD TO INNOVATE, AS BOTH OF THESE PRODUCT CATEGORIES HAVE BEEN THE SUBJECT OF CAMPAIGN FOR AT LEAST 2 YEARS ALREADY. THE BENEFITS OF BROAD-

ENING OUR STAFFS KNOWLEDGE OF A NEW PRODUCT CATEGORY AND CONSTRUCTING A BASE OF RELATED MARKET INTELLIGENCE INFORMATION WEIGHED HEAVILY IN THE BALANCE HERE. IN CHOOSING BETWEEN MATERIALS HANDLING AND GRAPHIC ARTS NEITHER OF WHICH HAS BEEN PREVIOUSLY THE SUBJECT OF A CAMPAIGN, WE CONCLUDED GRAPHIC ARTS EQUIPMENT HAD BETTER SALES POTENTIAL WHEN SEEN FROM THE VANTAGE POINT OF THE MOMENT. WE PROPOSE, NEVERTHELESS, TO CONTINUE TREATING OILFIELD CONSTRUCTION AND MINING AND MATERIALS HANDLING UNDER MAJOR PROJECTS AND PRODUCTS IN THE OTHER SPECIAL POST EFFORT SECTION OF THE CCP.

4. YOU WILL NOTE THAT WE HAD PLANNED TO PROMOTE ATTENDANCE AT USTC COMMUNICATIONS EXPO AND AT MACHINE TOOL EXPO IN THAT CAMPAIGN. IN OUR COMMUNICATIONS CAMPAIGN, WE HAVE ADDITIONALLY RETAINED THE MAJOR PROJECTS SPECIAL EFFORT AS WELL AS THE FOREIGN BUYER PROMOTION EFFORT. AGREE THAT MAJOR PROJECTS SHOULD BE GIVEN HIGH PRIORITY BUT DO NOT BELIEVE SHOULD BE CONSIDERED OF GREATER IMPORTANCE THAN ANY OF THE CAMPAIGNS OR THAT IT WOULD TAKE PRECEDENCE OVER THE PROMOTION OF USTC SHOWS. HOWEVER, WE ARE WILLING TO DEFER TO YOUR JUDGEMENT IN THIS REGARD.

5. IN REVIEWING YOUR CABLE AND OUR AIRGRAM UNDER REFERENCE WE NOTE THAT WE INADVERTENTLY LEFT OUT MENTION OF OUR TWO FY-79 USDOC SPONSORED PROMOTION EVENTS: THE APRIL 1979 CONSTRUCTION AND MINING CATALOG SHOW AND THE DECEMBER 1978 OILFIELD EQUIPMENT TRADE MISSION. SHOULD WE CREATE A SIX OTHER SPECIAL POST EFFORT TO INCLUDE SUPPORT FOR BOTH THESE EVENTS? THE MARKET SURVEY UPDATE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BUENOS 01568 031540Z

REQUIRED IN THE CASE OF THE CONSTRUCTION AND MINING SECTOR TO SUPPORT THE CATALOG SHOW COULD BE INCLUDED HERE AS WELL. THIS ACTIVITY COULD BE NUMBER # 4 WITH PRIORITY RANK 8. ACTIVITIES LISTED AS # 4 AND 5 WOULD BECOME 5 AND 6 RESPECTIVELY WITH APPROPRIATE ADJUSTMENT IN PRIORITY RANKING.

6. PROPOSED LANGUAGE FOLLOWS: QUOTE
ACTIVITY # 4 SPECIAL ACTIVITIES TRADE PROMOTION EVENTS - PRIORITY # 8

PRIMARY RESPONSIBILITY (BLANK)
DESCRIPTION/JUSTIFICATION: SUPPORT SPECIAL ACTIVITIES PROMOTION EVENTS RELATED TO MAJOR PRODUCT CATEGORIES OILFIELD EQUIPMENT AND CONSTRUCTION AND MINING MACHINERY.

ACTIONS TO BE TAKEN

1. CONDUCT CATALOG EXHIBITION FOR CONSTRUCTION AND MINING MACHINERY EQUIPMENT IN APRIL 1979 AT USIS'S LINCOLN LIBRARY.
2. COMPLETE UPDATE OF MARKET SURVEY ON CONSTRUCTION AND MINING EQUIPMENT BY OCT 31, 1978.

3. SUPPORT TRADE MISSION OF FIRMS IN PETROLEUM EXTRACTION
AND EXPLORATION EQUIPMENT INDUSTRY IN DECEMBER 1978.

UNQUOTE.

CHAPLIN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 mar 1978
Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BUENOS01568
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780098-0627
Format: TEL
From: BUENOS AIRES
Handling Restrictions:
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197803111/aaaadqky.tel
Line Count: 121
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ddbcbab9-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: ONLY
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: ONLY
Reference: 78 STATE 47932, 78 BUENOS AIRES A-10
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3133142
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM FOR ARGENTINA- FY/1979
TAGS: BEXP, AFSP, AR
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/ddbcbab9-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014